

**LIBRARY OF CALIFORNIA
2001/02 PLAN OF SERVICE**

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18841. (Administration)

- (a) Each regional library network shall establish a regional library council...Duties of the regional network council include overall administrative responsibility for the network, adopting an annual plan of service, assuring the appropriate expenditure of funds, and submitting annual budget proposals to the state board for implementation of the provisions of this article.
- (b) Each regional network council shall elect from its membership a representative board to carry out its policies.
- (c) Administration and management of the regional library network shall provide the vision and leadership necessary to perform the functions and deliver the services in a timely and satisfactory manner.

Describe in narrative form how the Regional Library Network will implement section 18841, including the following elements (use as many pages as necessary).

1. Program Description

The region will provide a two-room office. Office supplies will need to be purchased, including postage and mailing supplies. Telephone services will be provided for 3 phone lines (voice, fax, & modem). Renter's insurance will be purchased. A security system will be explored and purchased.

Salaries will be provided for one full-time Regional Administrator, and a part time Secretary. 3/5 of the Administrator's duties will be assigned to the Administration service category. All the Secretary's duties will be assigned to Administration.

The Regional Administrator will be the administrative contact point for the Heartland Region. The Administrator will be charged with overall management of the Heartland Region's offices, personnel and will oversee contract administration. The Administrator will prepare agendas for and take minutes at all Regional Council, Board, Committee and Subcommittee meetings. The Administrator will prepare all reports as required by the Heartland Region, as well as an annual draft Plan of Service and an annual draft budget to present to the Council. The Administrator or a contractor will perform all bookkeeping tasks, including accounts payable and receivable.

The Secretary will assist the Regional Administrator on a part time basis, by performing such duties as filing, answering telephones, preparing packets for mailing, and other duties as assigned.

Various contracts will be designed for professional and maintenance services, including CPA, and attorney fees, as well as computer and janitorial maintenance. It is felt that, by FY 2001/2002, the Heartland Region should be able to manage its own accounts, so no fiscal agent fee will be required. Maintenance contracts will need to be provided, for computers, copiers and other office tools.

The annual Council meeting shall be held the first week in March of every year, where the Plan of Service and Budget will be approved for the next fiscal year, and Board Members and officers

will be elected. All Board Directors and officers will be provided with liability insurance and the Regional Administrator will be bonded.

Board and staff travel reimbursements will be provided to and from the Library of California State Board meetings for the Council chair, two Regional Board members and the Regional Administrator. Reimbursement will also be provided for Regional Board members to all Regional Board and Council meetings. Council members will be reimbursed for all expenses to and from Regional Council meetings. Incidental travel reimbursements will be available to Network Board and staff when travelling on Heartland business, including travel to meetings convened by the State library. The Administrator will be provided with 2 additional meetings a year for planning or educational purposes.

2. Service Delivery Standard(s)/Measures

Regional Administrator will be hired and in place by Aug 31, 2001.

The Regional Administrator will have hired a Secretary by Sep 30, 2001.

The Regional Administrator shall have developed a Staff Handbook by Dec 31, 2001.

The mailing of meeting packets shall be in accordance with the Ralph M. Brown Act, and with the Region's Bylaws.

Minutes shall be produced and distributed for review within one week of official meetings of the Board, Council, or any of its committees or subcommittees.

All checks shall be cut and signed at least two times a month.

Travel reimbursements shall be paid within three weeks of submission.

Board members and officers shall be insured and bonded by Dec 31, 2001.

Annual draft Budget and Plan of Service shall be completed by Mar 1, 2002. The final Budget and Plan of Service shall be approved by the Council and submitted to the State Board by Apr 1, 2002.

3. Evaluation

All staff evaluations will be performed in accordance with the Heartland Region's Staff Handbook.

4. Budget

BUDGET CATEGORY	\$ REQUIRED
1. PERSONNEL	\$ 50,000
2. OPERATIONS	\$ 61,389
3. MATERIALS	\$ -
4. EQUIPMENT > \$5000	\$ -
5. TOTAL	\$ 111,389

5. Describe whether this budget supports services and funding for all additional members and participating libraries that the region is submitting for approval at the Board's April meeting for membership beginning July 1, 2001.

This budget supports funding for all additional members and participating libraries that the Board has approved for membership beginning July 1, 2001.

6. Estimate the total amount of LoC funds needed to completely implement this service component to all regional members as of July 1, 2001.

This budget does not reflect the amount that is needed to support Administrative services for all members and participating libraries that will be participating in the Heartland Region in FY 2001/2002. The needed funding appears below, as initially approved at the region's March Council meeting:

BUDGET CATEGORY	\$ REQUIRED
1. PERSONNEL	\$ 50,000
2. OPERATIONS	\$ 94,035
3. MATERIALS	\$ -
4. EQUIPMENT > \$5000	\$ -
5. TOTAL	\$ 144,035

18842. (Telecommunications Infrastructure)

Each regional library network shall do all of the following:

- (a) Make available a telecommunications system for the transfer of information and communications among its members.
- (b) Provide regional communications based upon the most effective methods of exchanging information among its members.
- (d) Provide online access to the information files, resources, and bibliographic records of its members which may be accessed regionally and statewide.

Describe in narrative form how the Regional Library Network will implement section 18842 (a), (b) and (d) including the following elements (use as many pages as necessary):

1. Program Description

NOTE: For FY 2001/2002, the Heartland Region will contract all services related to the Telecommunications Infrastructure to San Joaquin Valley Library System.

(a-b) Web site with Heartland Regional Library Network information and forms for member libraries update news and library contact information. Hosted on existing virtual catalog server (assumes low traffic volume on Heartland Web site and that most design and updating is done by Heartland staff). Each Heartland member without access to e-mail services, but who has Internet access available, will be provided with a minimum of one Web-accessible e-mail account per library. All Heartland Staff will have e-mail accounts.

(d) Provide online access to the information files, resources, and bibliographic records of its members which may be accessed regionally and statewide.

The Heartland Regional Library Network will maintain servers and software to promote resource sharing throughout the Region using a system based on the Z39.50 protocol. Heartland currently owns 3 enterprise-grade servers dedicated to this purpose. One of these servers runs a web-based virtual library catalog connecting to those library automation systems running Z39.50 servers.

The server is configured to allow searching of any combination of library catalogs. Links to non-Z39.50 catalogs will also be provided from this web site.

The remaining two servers run *epixtech, inc.*'s Resource Sharing System, an ISO/IPIG compliant ILL system using Z39.50 catalog searches and the ISO/ILL protocol. This system provides a web-based ILL form and a rich staff workflow management system. Heartland owns 35 workstation licenses, and 7 server licenses for RSS, current in use on one server. Eleven Heartland members, the SJVLS member public libraries and the two CSU campus libraries, have access to RSS server licenses through non-Heartland purchases. The San Joaquin Valley Library System license is run on the second Heartland RSS server. Currently the following libraries are configured for RSS usage: Alliant University- Fresno Campus, Bakersfield College, Cerro Coso Community College, Coalinga-Huron Library District, College of the Sequoias, Community Medical Centers, Fresno County Free Library, Kern County Library, Kings County Library, Madera County Library, Mariposa County Library, Porterville City Library, Taft College, Tulare County Library, Tulare City Library, and Valley Children's Hospital. An additional component of the Resource Sharing System is Remote Patron Authentication(RPA) software. The Heartland Region owns licenses for RPA for Taft College, Bakersfield College, Cerro Coso Community College, and College of the Sequoia. The public libraries in the Heartland Region have an RPA licenses paid for through the SJVLS.

Current server and software licenses should be sufficient to extend use of the RSS system to any Heartland member library operating or planning to install a Z39.50 server in fiscal year 2001/2002.

2. Service Delivery Standard(s)/Measures

(a-b) Web site will be available a minimum of 160 hours per week. Information on the website will be updated within 2 working days of receipt of revised information. Access to e-mail accounts will be provided a minimum of 160 hours per week.

(d)

- i) Library staff and patrons will be able to identify 95% of the materials owned by Heartland member libraries with online catalogs through the single search interface of the virtual catalog.
- ii) Ninety-five percent of ILL requests will be transmitted between member libraries in 3 working days or less.
- iii) ILL requests will automatically move through a set lender string without borrowing library staff intervention.

3. Evaluation

(a-b) Feedback forms will be provided on the website.

(d) Reports on all transactions through the RSS system will be generated for each library and for the system as a whole. Library users will have opportunity to provide feedback on the system through e-mail links on virtual catalog and RSS pages.

4. Budget

BUDGET CATEGORY	\$ REQUIRED
1. PERSONNEL	\$ -
2. OPERATIONS	\$ 29,950
3. MATERIALS	\$ -
4. EQUIPMENT > \$5000	\$ -
5. TOTAL	\$ 29,950

The approximate costs breakdowns for SJVLS to offer telecommunication services are offered below:

5. Describe whether this budget supports services and funding for all additional members and participating libraries that the region is submitting for approval at the Board's April meeting for membership beginning July 1, 2001.

This budget supports funding for all additional members and participating libraries that the Board has approved for membership beginning July 1, 2001.

6. Estimate the total amount of LoC funds needed to completely implement this service component to all regional members as of July 1, 2001.

This budget does not reflect the amount that is needed to support Telecommunications services for all members and participating libraries that will be participating in the Heartland Region in FY 2001/2002. The needed funding appears below, as initially approved at the region's March Council meeting:

BUDGET CATEGORY	\$ REQUIRED
6. PERSONNEL	\$ -
7. OPERATIONS	\$ 30,880
8. MATERIALS	\$ -
9. EQUIPMENT > \$5000	\$ -
10. TOTAL	\$ 30,880

18842. (Regional Delivery)

Each regional library network shall do all of the following:

(c) Provide intraregional delivery service based upon the most cost-effective methods for moving materials among its members.

Describe in narrative form how the Regional Library Network will implement section 18842 (c), including the following elements (use as many pages as necessary)

1. Program Description

NOTE: For FY 2001/2002, the Heartland Region will contract to San Joaquin Valley Library System all services related to intraregional delivery.

Heartland will contract with the SJVLS to expand the CLSA library system's existing van-based delivery system to include twice a week delivery to the non-public Heartland members. The SJVLS delivery service is based out of Fresno, but for Heartland delivery SJVLS will subcontract with member library jurisdictions where Heartland sites are convenient to existing branch library delivery routes. Under this proposal, SJVLS will provide van delivery service twice per week to one location designated by each Heartland member and to the Heartland Office. Each Heartland member will be provided with sufficient mail pouches, shipping crates, and routing slips for placing items in delivery.

If funds are available, delivery will take place for public library members in the Heartland Region. The only public library deliveries covered under this Plan will be those not funded by CLSA funds.

2. Service Delivery Standard(s)/Measures

95% of items will be delivered within 4 business days after pickup. Average delivery time between delivery locations will be 2 business days. Measures: Number of items shipped, number of stops per week/per site; business days elapsed between placement in shipping and delivery

3. Evaluation

Spot checks of delivery times will be used to verify performance, using information recorded on the routing slips. Data will be entered into an Access database. Data from the Resource Sharing System will be used to calculate time between staff placement in delivery and staff processing of receipt where the system is in joint use. Quarterly reports of utilization and performance will be issued to the Heartland Board.

4. Budget

BUDGET CATEGORY	\$ REQUIRED
1. PERSONNEL	\$ -
2. OPERATIONS	\$ 113,050
3. MATERIALS	\$ -
4. EQUIPMENT > \$5,000	\$ -
5. TOTAL	\$ 113,050

The budget is based on twice a week delivery to 35 sites at \$3230.00 per site. Once-weekly delivery would cost \$1615 per site.

5. Describe whether this budget supports services and funding for all additional members and participating libraries that the region is submitting for approval at the Board's April meeting for membership beginning July 1, 2001.

This budget supports funding for all additional members and participating libraries that the Board has approved for membership beginning July 1, 2001.

6. Estimate the total amount of LoC funds needed to completely implement this service component to all regional members as of July 1, 2001.

This budget does not reflect the amount that is needed to support Regional Delivery services for all members and participating libraries that will be participating in the Heartland Region in FY 2001/2002. The needed funding appears below, as initially approved at the region's March Council meeting:

BUDGET CATEGORY	\$ REQUIRED
6. PERSONNEL	\$ -
7. OPERATIONS	\$ 142,300
8. MATERIALS	\$ -
9. EQUIPMENT > \$5,000	\$ -
10. TOTAL	\$ 142,300

18845. (Training and Continuing Education)

Each regional library network shall provide opportunities for training and continuing education activities that encourage the most effective use of the resources and services authorized under this chapter, and that respond to the needs of its members in the effective delivery of services.

Describe in narrative form how the Regional Library Network will implement section 18845, including the following elements (use as many pages as necessary):

1. Program Description

New participating libraries will be required to send at least one staff member to an orientation session within 6 months of joining. SJVIS will make sessions available on a regional basis and will accommodate small numbers of participants if necessary to ensure attendance. The orientation will include a basic introduction to the reference interview, referral procedures and guidelines.

A newsletter will be distributed electronically to inform staff of participating libraries about reference matters.

SJVIS staff will be available for phone consultation on particular questions and types of questions to suggest techniques, approaches and tools.

In addition to training delivered by SJVIS, the Heartland Region intends to deliver InfoPeople training sessions. Training topics are to be determined, and will be based on member interest.

2. Service Delivery Standard(s)/Measures

At least 90% of participants in training sessions will rate the sessions as good or excellent.

3. Evaluation

Participants will complete evaluation forms after each session.

4. Budget

BUDGET CATEGORY	\$ REQUIRED
1. PERSONNEL	\$ -
2. OPERATIONS	\$ 7,013
3. MATERIALS	\$ -
4. EQUIPMENT > \$5,000	\$ -
5. TOTAL	\$ 7,013

5. Describe whether this budget supports services and funding for all additional members and participating libraries that the region is submitting for approval at the Board's April meeting for membership beginning July 1, 2001.

Although this budget supports funding for all additional members and participating libraries that the Board has approved for membership beginning July 1, 2001.

6. Estimate the total amount of LoC funds needed to completely implement this service component to all regional members as of July 1, 2001.

This budget does not reflect the amount that is needed to support services in Training and Continuing Education for all members and participating libraries that will be participating in the Heartland Region in FY 2001/2002. The needed funding appears below, as initially approved at the region's March Council meeting:

BUDGET CATEGORY	\$ REQUIRED
11. PERSONNEL	\$ -
12. OPERATIONS	\$ 83,129
13. MATERIALS	\$ -
14. EQUIPMENT > \$5,000	\$ -
15. TOTAL	\$ 83,129

18846. (Information and Referrals)

(a) Each regional library network shall provide information and referrals to answer requests that are beyond the capacity or capability of its members by accessing the resources and expertise of other libraries, improving general reference service in participating libraries, and improving reference service to respond to the needs of the underserved populations in the region.

Describe in narrative form how the Regional Library Network will implement section 18845, including the following elements (use as many pages as necessary):

1. Program Description

NOTE: For FY 2001/2002, the Heartland Region will contract all services related to the Reference Services to San Joaquin Valley Library System.

Non-public Participating Libraries will refer questions as needed to the San Joaquin Valley Information Service. If funds are available, delivery will take place for public library members in the Heartland Region. The only public library deliveries covered under this Plan will be those not funded by CLSA funds.

SJVIS uses its headquarters library, the Fresno County Library. The Fresno County Library is a complete State Depository Library and a partial Federal depository library, and has a rich collection in depth and age.

SJVIS is the oldest reference referral center in the world, dating back to 1960, and has extensive files on previously answered questions.

SJVIS has long established contacts with other libraries in the region, and has established working relations with the most libraries that house the most significant collections.

SJVIS maintains an office at California State University Fresno, a regional resource library, and also a State and Federal depository library with academic collections that complement the Fresno County Library collections.

SJVIS uses First Source services from the Los Angeles Public Library, which include access to commercial databases, LAPL produced indexes, and expedited ILL service from LAPL.

SJVIS uses commercially provided databases including OCLC's First Search, and DIALOG

SJVIS maintains its own locally prepared databases, such as the California Library Systems Cooperative Song Index, Ben's Almanac and the Antiques Index

SJVIS has its own collections in the areas of antiques and songs, and extensive files of miscellaneous information gathered through eh years.

SJVIS uses other worldwide resources as necessary including contacting any organization, business or individual who might know an answer.

SJVIS staff consists of three full time librarians, one Senior Library Assistant, one Office assistant and one part time librarian. At present, plans for the fiscal year 2001/2 include hiring one to two additional librarians. Plans are to include at least one staff member with expertise in working with K-12 libraries.

SJVIS has worked with rural populations since 1960, and is familiar with the information needs of these communities and their libraries. SJVIS will establish relationships with the member libraries in rural communities by encouraging frequent communication and visits.

To improve the reference services at each member library in ways other than training, SJVIS will promote communication and sharing among members by publishing an electronic newsletter for all Heartland members. This will be based on the former paper form of *News & Clues* and will include news of members, library events, and promote reference services.

To promote interlibrary reference activities among its members, SJVIS will maintain a Web Directory of the Heartland Region.

SJVLS will return answers to the member library headquarters except

- 1) in the case of school or community college members where there is more than one participating library. In such case, SJVLS will arrange an acceptable protocol with the member library or
- 2) in the case of a rush question when, in order to meet the deadline, SJVLS can send an answer directly to a participating library or to a library user.

Heartland agrees that questions submitted will meet the guidelines used by SJVLS member libraries. Heartland further agrees that questions will be submitted by library staff and not directly by library users.

Questions can be submitted to SJVLS and answers returned to member libraries using U.S. mail, UPS (or other commercial delivery services), SJVLS delivery services, phone, telefacsimile or electronically to best suit the type of material being delivered and deadlines.

Online question submittal forms will be developed.

SJVLS will consider the provision of bibliographic verification and location as a type of reference question. SJVLS will aid member libraries in placing their own interlibrary loans by verifying the accuracy and completeness of citations and providing the location of owning libraries. The member library can then complete its own interlibrary loan.

As a way to ensure efficiency in reference referral, SJVLS will provide consultation to member libraries on reference collection development and on question answering strategies.

In order to improve reference efficiency, SJVLS will make available locally produced indexes and databases previously developed for public libraries. Additional databases may be prepared in consultation with the Heartland Board of Directors. SJVLS will facilitate sharing of member libraries own locally produced databases.

When Heartland funds are available, SJVLS will aid in selection and negotiation for shared commercially produced databases and indexes.

An online status log of open questions will be available to members.

2. Service Delivery Standard(s)/Measures

SJVLS will meet the performance standards currently in effect for the California Library Services Act (5 Calif. Code of Regulations 20157(b): 70% of questions will be returned to library which submitted the question to SJVIS within 10 working days.(this may not be the library which actually originated the question with the library user).and 90% of questions will be

answered completely, almost completely or no answer possible (2,3, 3N on the "Childers scale")¹ on evaluation forms completed by the submitting librarian and by the library user..

Quarterly and annual reports will be prepared by library, by type of library and in total showing how those standards were met.

Additional reports by subject area and resources used in answering can be prepared on demand.

3. Evaluation

At least 75% of questions will be returned to the submitting libraries with evaluation forms to be completed by the submitting librarian and by the library user.

4. Budget

BUDGET SUMMARY	\$ REQUIRED
1. PERSONNEL	\$ -
2. OPERATIONS	\$ 74,987
3. MATERIALS	\$ -
4. EQUIPMENT > \$5,000	\$ -
5. TOTAL	\$ 74,987

5. Describe whether this budget supports services and funding for all additional members and participating libraries that the region is submitting for approval at the Board's April meeting for membership beginning July 1, 2001.

Consultation may need to be limited to stay within this budget and turnaround time. Although it will be meet the standard set, will not be optimal.

6. (Optional) Estimate the total amount of LoC funds needed to completely implement this service component to all regional members as of July 1, 2001.

This budget does not reflect the amount that is needed to support Information and Referral services for all members and participating libraries that will be participating in the Heartland Region in FY 2001/2002. The needed funding appears below, as initially approved at the region's March Council meeting:

BUDGET CATEGORY	\$ REQUIRED
1. PERSONNEL	\$ -
2. OPERATIONS	\$ 194,227
3. MATERIALS	\$ -
4. EQUIPMENT > \$5,000	\$ -
5. TOTAL	\$ 194,227

¹ Here reference Tom Childers report

18847. (Public Awareness)

Each regional library network shall augment the public awareness programs of its members by providing public relations packages to them for customization and dissemination.

Program element:

Describe in narrative form how the Regional Library Network will implement section 18847, including the following elements (use as many pages as necessary):

1. Program Description

Salaries will be provided for one full-time Regional Administrator. 2/5 of the Administrator's duties will be assigned to the Public Awareness service category.

The Regional Administrator will be responsible for the development Public Relations packages, which shall be available online, and in print. This will appear, at the outset, in the form of a newsletter, and later, additions to the packet will be developed.

The Regional Administrator will spearhead a membership drive that runs from Oct 1, 2001 - Mar 1, 2002. During this time, the Regional Administrator will be charged with the recruitment of new members, first by mailers, and then by site visitations and meetings with prospective members. Applications submitted by March 1, 2001 shall be considered for inclusion as members in the 2002/2003 fiscal year.

2. Service Delivery Standard(s)/Measures

Public Relations packages will be developed on a quarterly basis, beginning Oct 1, 2001, and developed every 3 months thereafter.

The Regional Administrator will promote the region to all the non-member libraries in the region, and provide recruitment result updates at each Regional Board Meeting.

3. Evaluation

A phone-interview of newsletter recipients every six months will determine desirable changes to the format of the Public Awareness packet.

Either an increase in membership, or 100% market saturation will determine the measure of efficacy of the membership drive.

4. Budget

BUDGET CATEGORY	\$ REQUIRED
1. PERSONNEL	\$ 24,000
2. OPERATIONS	\$ 14,950
3. MATERIALS	\$ -
4. EQUIPMENT > \$5000	\$ -
5. TOTAL	\$ 38,950

- 5. Describe whether this budget supports services and funding for all additional members and participating libraries that the region is submitting for approval at the Board's April meeting for membership beginning July 1, 2001.**

This budget reflects the amount that is needed to support Public Awareness services for all members that will be participating in the Heartland Region in FY 2001/2002, and for the recruitment of potential members for FY 2002/2003, as approved at the region's March Council meeting:

SUMMARY

1. Consolidated Budget

BUDGET CATEGORY	\$ REQUIRED
1. <i>Personnel</i>	\$ 74,000
2. <i>Operations</i>	\$ 301,339
3. <i>Materials</i>	\$ -
4. <i>Equipment > \$5,000</i>	\$ -
5. TOTAL	\$ 375,339

2. Anticipated Membership 2002/03

Attachment A is a table reflecting Library of California Memberships approved by the Library of California Board at its February 2001 Board Meeting. For the purpose of planning, please estimate the number of members and participating libraries in your regional network for the 2002/03 fiscal year, including the numbers indicated in Attachment A.

LIBRARY	NUMBER (Feb. 2001)	NUMBER (2002/2003)
<i>Academic Library Members</i>	7	14
<i>Participating libraries</i>	7	16
<i>Public Library Members</i>	8	9
<i>Participating libraries</i>	94	95
<i>School District/Independent Members</i>	15	30
<i>Participating libraries</i>	56	112
<i>Special Libraries Members</i>	9	15
<i>Participating libraries</i>	10	18
Total Members	39	68
Total Participating	167	236

3. Resource sharing support

The portions of the network budget that would reimburse libraries to share their materials are the Delivery Component, and a portion of Telecommunications component. This cost is \$143,000; approximately 38% of the entire budget.